UNIT 7 - CHECKLIST

U7 LO1 — Understand the News Industry

P1: TITLE - EXPLAIN THE MEDIA MARKET FOR DIFFERENT NEWS PROVIDERS

SUB TITLE: Providers of the News

You are required to **complete a mind map of current news providers** to show breadth of research in a visual manner. You must cover providers in the following areas: Print, TV, Radio and Online. For online you should look at news providers who cross over other mediums (i.e. The Sun is both a paper but is also online) and online only providers such as The Huffington Post. You could also investigate citizen journalists - where are they to be found?

You should evidence this by:
> Embedding your mind map onto your blog, one for each area.

Source two blank world maps. One for MIRROR GROUP and the other for NEWS CORP. Then below the map embed a powerpoint that shows:
> A list of each companies worldwide subsidiaries
> Then discuss the structure of both companies.
> Finally answer: What do you think are the pros and cons of having 1 company delivering the news via different methods?

You should evidence this by:
> Embedding your images and powerpoint

Check out two newspapers of your choice make one a tabloid and one a broadsheet, you MAY NOT chose the same one as another candidate. (e.g."The Daily Mirror" / "The Times") Find the same story in both papers.
Create a video that answers the following questions:
> Compare how the article is presented i.e. Words used, headline used, images used - do they tell the same story in the same way?
> Compare what each article trying to make you believe?
> Are the stories bias?
> Examine the same story in paper owned by the same company? Is the bias the same because it is owned by the same company?
You must include the article itself in the video.

You should evidence this by:
> Adding the links to the articles (or take screen grabs)
> Embedding your video

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P2: TITLE - EXPLAIN THE MEDIA PLATFORMS USED FOR NEWS DISTRIBUTION

You will present ways in which news is distributed using clear and relevant examples of technology which will include all traditional and modern, digital methods.

SUB TITLE: Media Formats and Platforms

Explore the ways in which news is distributed using clear and relevant examples of technology (such as Apps, Facebook, Twitter etc…) include all traditional (newspapers etc..) and modern, digital methods. It's important you use Google to help you with this.

You should evidence this by:
> Writing a report with images on the blog post.

Compare 2 news stories from a "We Media" website to two official news providers of your choice.
List the:
> Bias of the different providers (objective/subjective points of view)
> Media used to present the story (e.g. text, video, sound, images)
> What information was not included across some platforms?
> look at the advantages and disadvantages of this type of distribution.
Who do you think are the target audiences for these sites?

You should evidence this by:
> Upload your document and embed it onto the blog using scribd.com

M1: TITLE - COMPARE AND CONTRAST THE BENEFITS OF USING DIFFERENT MEDIA PLATFORMS

You can extend your evidence from P2 to compare and contrast the different media platforms used to distribute news media for different purposes and audiences.

Contrast the ways a Citizen Journalists and Social Media might present a major news story compared to an official news app and newspaper. Pick one major story to example your thoughts.

Consider:
> The way you could use social media (Twitter / Facebook / Instagram / Viber) to discuss a major news event
> How you might share your opinions and discuss the event with your friends.
> What are the benefits for citizen journalists and users like you of communicating this way?

Compare this to:
> The way news broadcasters have to present the story, the headlines they use compared to normal people, how the news story presents and promotes it, the mode of address used compared to the normal person, the way they respond to the audience. What are the benefits for the news broadcaster? Demonstrate what key information they ALL gave out. Demonstrate what information was not included on some platforms. Identify any "Bias" that occurred on the platforms.

You should evidence this by:
> Either a short video, essay or powerpoint presentation.
> It must include the example news story from both the Citizen Journalist and the Official News Source

UNIT 7 - CHECKLIST	
U7 LO2	**Know the construction and content of news articles**

P3: TITLE - DESCRIBE THE STRUCTURE AND PURPOSE FOR DIFFERENT NEWS ARTICLES

You are required to describe the structure and purpose of a range of articles. You should explore a range of articles, whereby a deconstruction of news articles has clearly been evidenced. Reviewing the purpose, audience, context, paragraphing, mode of address, use of speech, sentence structure should be addressed.

SUB TITLE: Subject and Purpose

Find 4 different news stories from different news providers.
2 should be categorised as serious reportage (e.g. crime, politics, education, business)
2 should be categorised as general interest (e.g. sports, arts, celebrity)
Make notes on standout features of each story such as use of language, images, length of story, bias.

Discuss the structure of the pieces:
1) Context - Where are these articles to be found in the newspaper / online etc… and why are they placed here?
2) Audience - What is the headline or title and how does it catch the audience's attention?
3) Discuss the use of sensationalist language
4) Discuss the use of imagery
5) Discuss the core content of the story or article
6) Discuss the links to other media (e.g. music, television appearances, and film stars).
7) Discuss the paragraphing used.
8) Discuss the mode of address used
9) Discuss the use of speech
10) Discuss the sentence structure used.

You should evidence this by:
> Embedding an Emaze onto your blog with the content included.
> Make sure you have images of the article that can be accessed.

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M2: TITLE - ANALYSE LINGUISTIC CONVENTIONS WITHIN DIFFERENT NEWS ARTICLES

You are required to fully demonstrate your grasp of terminology and consideration of linguistic techniques across mediums. You will support your analysis with specific examples from the articles you have analysed.

SUB TITLE: Critical Analysis

Sensationalism - using a different news story
Show what the article looked like BEFORE you changed it then AFTER you changed it.

Then discuss the before and after in terms of:
i) Differences/Similarities in the headline or title
ii) Use of sensationalist language and how the after article is "dumbed down"
iii) Use of Images that you might use in the AFTER article and how they might tell a more "normal story" than the ones used in the before article.
iv) Core content of the story / article and how the AFTER article is different.

You should evidence this by:
> Embedding an Emaze onto your blog with the content included.
> Make sure you have images of the article that can be accessed.

The Who, What, Where, When, Why and How of News Stories - using a different news story
> Create a mind map that shows these elements in a different news story.

You should evidence this by:
> Embedding an Emaze onto your blog with the content included.
> Make sure you have images of the article that can be accessed.

Linguistics Analysis - choose another article of your choice and discuss how Bernsteins restricted and elaborated codes apply. It is expected your will have screen grabs / photographs of the newspaper story as examples

You should evidence this by:
> Embedding an Emaze onto your blog with the content included.
> Make sure you have images of the article that can be accessed.

| **U7 LO3** | **Be able to research and plan content for an article** |

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P4: TITLE - RESEARCH AND PLAN CONTENT FOR AN ORIGINAL ARTICLE

You will demonstrate your understanding of news gathering techniques via body of research that shows planning using both primary and secondary sources.

SUB TITLE: News Values

> Write a brief half page summary of the story you would like to cover.
> Covering each of Galtang and Ruges' nine bullet points from lesson 12 - state how or why this story will meet them.
> Discuss how you will present this information especially as it is for a Newsround audience
> Explain how your story COULD cause moral panic through Hyperbole, Emotive Language, Superlatives and images.
> State how you intend to avoid causing your young target audience a sense of moral panic, would be good to hear the sorts of things you could say but won't.
> State how you will get the information you will need to get across to them. How will you do this without causing panic?

You should evidence this by:
> Embedding an Prezi onto your blog with the content included.

SUB TITLE: Primary and Secondary Research

> Identify a list of where your primary sources could come from - articles, books, magazines, interviews, experts etc...
> Identify a place where you might send a survey / conduct an interview.
> Then actually conduct this research and add all primary questions / sources to this section of the prezi. You will need to convince the newsround editor you have been thorough. You will have to use appropriate interviewees for this piece and conduct a useful survey. You will have to justify your choices later.

> Identify a list of where your secondary sources could come from - articles, books, magazines, interviews, experts etc...
> Conduct this research and add all secondary sources to this section of the prezi.
> You will need to state all the secondary evidence you have found on this part of the prezi in detail. You will need to convince the newsround editor you have been thorough.

You should evidence this by:
> Embedding an Prezi onto your blog with the content included.

SUB TITLE: Interview Techniques

> Conduct some primary source interviews, film them / write them, get it online and embed them into the Prezi.
> Log the questions you have asked and why you have asked these.
> Discuss - what do you want to get from this interview.
> The interview must be MEANINGFUL and one you can evaluate later.

You should evidence this by:
> Embedding an Prezi onto your blog with the content included.

UNIT 7 - CHECKLIST

M3: TITLE - REFERENCE AND RECORD INFORMATION SOURCED FOR USE WITHIN THE ARTICLE

You will have to use a range of sources and reference and log in a logical industry standard pro-forma.

SUB TITLE: Planning and Referencing

Create yourself a spreadsheet that will allow you to log and reference all your sources properly.
> Reference clearly all your primary sources (links to survey, transcript of interviews for example) and state what information you will use from these sources.
> Reference clearly all your secondary sources (links to website for example) and state what information you will use from these sources.

How will you make sure your story is FACTUALLY correct ?

> Cross reference and substantiate your facts with other sources. How you log this on your spreadsheet is up to you but you must cross reference your facts with other sources to make sure what you are broadcasting on the BBC is correct.
For example, if you state a fact within your story e.g. 92% of Teenagers stated that bullying was a factor in not attending school, you will have originally sourced that fact from somewhere, so, you will need to cross reference this and make sure you have a second source that substantiates this claim otherwise you could be in trouble for misleading the audience. You will need to do this with almost every part of the news story.

You should evidence this by:
> Embed your spreadsheet onto the blog.

D1: TITLE - JUSTIFY CHOICE OF SOURCED INFORMATION TO BE REFERENCED WITHIN THE ARTICLE

You will display a thorough justification of the wide range of sources chosen that you intend to use within the article. Part of this justification will demonstrate an understanding of news values within the given context of the brief.

SUB TITLE: Evaluating Sources and Information

> Start by adding your table from Lesson 17

Evaluate under the table the following things:
- Reliability (e.g. use of field experts, first had eye-witnesses, authority – official v. subordinate, use of primary and secondary definers) why did you choose these people to interview? Do you think their contribution was important? Where they the right people to interview?
- Relevance of your story to its target audience and broadcaster
- Accuracy of your story - how do can you vouch that your story is 100% accurate? Do not be afraid to talk about the immense amount of research you have done you can refer back to M2.
- Validity - are the stories findings valid and factually sound?
- Accessibility - how will you write your story so that your target audience will understand it and at the same time be challenged by it?
- Quality - do you think your sources are good quality? How do you know this?
- Cost effectiveness - if the story was written for a newspaper would it help sell papers? If so how?

You should evidence this by:
> Embed your table
> Discuss either via Video Diary or by Audio or you may write an essay.

U7 LO4	Be able to write and edit a news article for an identified purpose

UNIT 7 - CHECKLIST

P5: TITLE - WRITE AN ORIGINAL ARTICLE FOR TV BROADCAST

You will draft their original article for the Newsround TV Programme and later for the Website. The final article will demonstrate an understanding paragraph structuring, sentence construction and style.

You should evidence this by:
> Embed your draft article. It will clearly demonstrate your understanding of the things above.

P6: TITLE - USE SUB-EDITING SKILLS TO FINALISE ARTICLE FOR BROADCAST

You will apply sub-editing techniques to draft work and this will be annotated to evidence a continuous process.

You should evidence this by:
> Embedding your draft annotated article
> Embedding your final completed written story ready for transmission.

M4: TITLE - EXPLAIN MODE OF ADDRESS AND STRUCTURE USED

You will have explained the mode of address and structure used, you will explain this in a separate report breaking down the techniques you have used to target a specific audience and create tone.

You will discuss:
- What is the purpose of your article that you have to write?
  Who is the audience?
- Should the language be informal or formal and why?
- Is the style direct or indirect and why?
- Should the tone be teacher to pupil, parent to child or peer to peer? Remember this is Newsround what is the expected tone and how does your article achieve this?
- Why did you use the images / video you used? How did they enhance the article for the audience?
- Are your initial sentences structured so that the 'who', 'what' and 'where' is clear in the opening paragraph? Give examples.
- Does your next few paragraphs include the 'why' and 'how'.? Give examples
- Did you include at least two of the most useful and valid sources that were evaluated in D1? Discuss how these enhanced your article.

You should evidence this by:
> Creating a video, essay or audio recording and embedding it.

D2: TITLE - JUSTIFY THE CHOICE OF SOURCED INFORMATION TO BE REFERENCED WITHIN THE ARTICLE

You are required to demonstrate that you have considered the legal and regulatory guideline requirements for your article, ensuring that this is relevant to the medium being used for distribution (in this case OFCOM and the BBC Editorial Policies. This could be shown through specific examples from your content in relation to codes of practice set by IPSO.

> Start by adding your finished broadcast programme.
> You should list at least three ways that the article breaks or does not break the Editor's Code of Practice and explain why.
> You should list several ways that the article breaks or does not break the OFCOM Broadcasting Code Guidance (specifically: Sections 1,2,3,4,5,7 and 8) and explain why.
> You should list several ways that the article breaks or does not break the BBC Editorial Guidelines (specifically the Sections on Accuracy, Impartiality, Harm and Offence, Fairness, Privacy, Reporting Crime, Children and Young People as Contributors, Editorial Integrity) and explain why.

You should evidence this by:
> Creating a video, powerpoint presentation, essay or audio recording and embedding it.